

# Exhibit A

# US Agriculture Masterfile (formerly Agbase) from Informa Mailing List

With active connections to 2.2 million farms and ranches across the U.S. Featuring the ability to hyper-target specific demographics and behavioral characteristics. Isolate and target the right prospect at the right time for your products and services.

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## SEGMENTS

COUNTS THROUGH 05/19/2021

2,216,763 TOTAL UNIVERSE / BASE RATE	\$150.00/M
720,799 RECORDS WITH PHONES	+ \$60.00/M
CONSUMER OFFERS	\$100.00/M
FUNDRAISING	\$85.00/M
EMAIL	\$375.00/M
TRANSMISSION	+ \$50.00/M
AUDIENCE EXTENSION - TARGETED BANNER IMPRESSIONS	\$40.00/M

## DESCRIPTION

The US Agriculture Masterfile reaches individuals who subscribe to one or more of the following Penton titles: American Agriculturist | Beef | Beef Vet | California Farmer | Corn & Soybean Digest | Dakota Farmer | Delta Farm Press | Feedstuffs | Farm Industry News | Farm Futures | Hay & Forage Grower | Indiana Prairie Farmer | Kansas Farmer | Mid - South Farmer | Michigan Farmer | Missouri Ruralist | Nebraska Farmer | National Hog Farmer | Ohio Farmer | Prairie Farmer | Carolina - Virginia Farmer | Southeast Farm Press | Southern Farmer | Southwest Farm Press | The Farmer | The Farmer - Stockman | Wallaces Farmer | Western Farm Press | Western Farmer - Stockman | Wisconsin Agriculturist or one or more of these newsletter or online properties:

BEEF Cow-Calf Weekly | BEEF Daily | BEEF Industry Express | BEEF Stocker Trends | Beef Cattle Market Weekly | FarmProgress Friday | Beef Online Registrants | BeefVet Online Registrants | BeefVet Whitepaper Registrants | Beef Whitepaper Registrants | Delta Farm Press Daily | Delta Farm Press Online Registrants | Delta Farm Press Whitepaper Registrants | Farm Industry News Smart Buyer's Express | Farm Industry News Now | Farm Industry NewsOnline Registrants | Farm Industry News Whitepaper Registrants | Hay & Forage Grower eCorn Silage | Hay & Forage Grower eHay Weekly | Hay & Forage Grower Product Express | Hay & Forage GrowerOnline Registrants | Hay & Forage Grower Whitepaper Registrants | National Hog Farmer Weekly Preview | National Hog Farmer Nutrient Management | National Hog Farmer Pork Industry Express | National Hog Farmer Weekly Wrap-up | National Hog Farmer Online Registrants | National Hog Farmer Whitepaper Registrants | Southeast Farm Press Daily | Southeast Farm Press Online Registrants | Southeast Farm Press Whitepaper Registrants | Corn & Soybean Digest Corn E-Digest | Corn & Soybean Digest Crop News Weekly | Corn & Soybean Digest e-Wheat: Eastern | Corn & Soybean

POPULARITY: ■■■■ 95

MARKET: BUSINESS

CHANNELS:   

SOURCE: CONTROLLED CIRCULATION

PRIVACY: OPT-IN

DMA?: NO

STATUS: STANDARD PROVIDER

GEO: USA

GENDER: 6% FEMALE 82% MALE

## SELECTS

ACERAGE TYPE	\$25.00/M
ALFALFA ACRES	\$25.00/M
ATV'S OWNED	\$25.00/M
BEEF COWS	\$25.00/M
BEEF OWNED	\$25.00/M
BEEF SOLD	\$25.00/M
BUS/INDUSTRY TYPE	\$25.00/M
CITRUS ACRES	\$25.00/M
CORN ACRES	\$25.00/M
COTTON ACRES	\$25.00/M
DAIRY COWS	\$25.00/M
EMPLOYEE SIZE	\$25.00/M
FARM ANNUAL INCOME	\$25.00/M
GROSS ACRES	\$25.00/M
HAY ACRES	\$25.00/M
HEAVY DUTY TRUCK	\$25.00/M
JOB TITLE	\$25.00/M
LIVESTOCK TYPE	\$25.00/M
MAX PER COMPANY/SITES	\$25.00/M
NUMBER OF EMPLOYEES	\$25.00/M
PHONE NUMBER	\$60.00/M
SALES VOLUME	\$25.00/M
SALES VOLUME (+000)	\$25.00/M
SCF	\$20.00/M
SIC/NAICS CODE	\$25.00/M
SOYBEAN ACRES	\$25.00/M
STATE	\$20.00/M
WHEAT ACRES	\$25.00/M
ZIP	\$20.00/M

## ADDRESSING

KEY CODING	\$5.00/M
A/B SPLIT	\$150.00/F
EMAIL DELIVERY	\$100.00/F

Digest e-Wheat: Great Plains | Corn & Soybean Digest e-Wheat: Lakes  
 | Corn & Soybean Digest e-Wheat: Northern Plains | Corn & Soybean  
 Digest e-Wheat: Western | Corn & Soybean Digest Soybean E-Digest  
 | Corn & Soybean Digest Extra | Corn & Soybean Online Registrants  
 | Corn & Soybean Whitepaper Registrants | Southwest Farm Press Daily  
 | Southwest Farm Press Online Registrants | Southwest Farm Press  
 Whitepaper Registrants | Western Farm Press Daily | Western Farm Press  
 The Grape Line | Western Farm Press Tree Nut Farm Press | Western  
 Farm Press Lygus In The West | Wester Farm Press Powdery Mildew  
 Monitor 2012 | Western Farm Press | Tree Nut Pest Alert | Western Farm  
 Press Online Registrants | Western Farm Press Whitepaper Registrants

EMAIL SET UP	\$150.00/F
EMAIL SUPPRESSION	\$150.00/F
FTP	\$100.00/F
RUN CHARGE	\$10.00/M

#### RELATED LISTS

-  [THE OFFICIAL CATHOLIC DIRECTORY](#)
-  [GROUNDS-DEK](#)
-  [THE PROGRESSIVE FARMER](#)
-  [FARMING MAGAZINE](#)
-  [SUCCESSFUL FARMING](#)
-  [AGRICULTURAL DATABASE](#)
-  [FARM SHOW MAGAZINE](#)
-  [PRUDENT PUBLISHING COMPANY](#)
-  [BUYERS](#)
-  [FARMTEK](#)
-  [TC038 CHURCH SECRETARIES](#)
-  [ABBOTT CARDS](#)

These individuals play a key role in several varieties of business decision-making processes in the farming industry.

Alfalfa Acres Farm Annual Income

None	\$1 million+
1 to 49	\$500K to 999K
50 to 99	\$200K to 499K
100 to 249	\$100K to 199K
250 to 349	\$40K to 99K
350 to 499	under \$40K
500 +	None

ATV's Owned Grass Acres

None	None
1 to 2	10 to 99
3+	100 to 249
	250 to 499
	500 to 999

Beef Cows 1,000 or more

None	
1 to 49	Hay Acres
50 to 99	None
100 to 199	1 to 49
200 to 499	50 to 99
500 to 999	100 to 249
1000+	250 to 349
	350 to 499

Beef Sold 500 +

None	
1 to 49	Heavy Duty Truck
50 to 99	None
100 to 199	1 to 2
200 to 499	3 or more
500 to 999	
1,000 or more	

Citrus Acres Job Title

None	Owner
1 to 99	Manager
100 to 249	Foreman
250 to 499	Supervisor

500 to 999	Herdsmen
1000+	Veterinarian
	Nutritionist
Corn Acres	Operator
None	Co-Owner
1 to 99	Partner
100 to 249	Farm Employee
250 to 499	Consultant/Buyer
500 to 999	Other
1000+	

## Sales Volume (+000)

Cotton Acres	\$1 - \$499
None	\$500 - \$999
1 to 99	\$1,000 - \$2,499
100 to 249	\$2,500 - \$4,999
250 to 499	\$5,000 - \$9,999
500 to 999	\$10,000 - \$19,999
1000+	\$20,000 - \$49,999
	\$50,000 - \$99,999
Dairy Cows	\$100,000 - \$499,999
None	\$500,000 - \$999,999
1 to 49	\$1,000,000+

50 to 99	
100 to 199	
200 to 499	Soybean Acres
500 to 999	None
1,000 +	1 to 49

## 50 to 99

Employee Size	100 to 249
1 to 4	250 to 499
5 to 9	500 to 999
10 to 19	1000+
20 to 49	

50 to 99	Wheat Acres
100 to 249	None
250 to 499	1 to 99
500 to 999	100 to 249
1,000 to 4,999	250 to 499
5,000 to 9,999	500 to 999
10,000+	1000+

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(formerly Penton)

#### ORDERING INSTRUCTIONS

- To order this list, contact your List Broker and ask for NextMark List ID #404966 or [click here to place your request](#).
- Use NextMark [List Order Entry Software](#) or Bionic [Media Planning Software](#)
- 7,500 NAME MINIMUM ORDER \$0.00 MINIMUM PAYMENT
- NET NAME IS ALLOWED(\$10.00/M RUN CHARGE)
- EXCHANGE IS NOT AVAILABLE
- PLEASE INQUIRE ABOUT REUSE
- CANCELLATION FEE AT \$50.00/F

